Philip Morris Promotional Fulfillment

Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 8 / 5 / 94 UPC Size %: 80 UPC CODE:

Prepared By: Wendy Marin Ext: 2839 OVERNIGHT DELIVERY ☐ YES ☒ NO

Send UPC To: Name: Connie Bulanda Address: 35 W. Wacker

Company Name: LBCo. City/State/Zip: Chicago

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: Virginia Slims Program: VS Holiday #6 POS # 72172

Program Description: (Please Be Specific) Virginia Slims Holiday Direct Mail #6 Vulnerable

Audience Reached: ☐ Offensive ☐ Defensive ☒ Both

Timing: ☐ Yearly ☒ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Capture Names?: ☐ Yes ☒ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 12 / 21 / 94 Expiration Date: 5 / 31 / 95 Estimated Redemption Rate: 18 %

Total Circulation: 53M Max. Redemp. Cost/Coupon: $ 1.10

Areas of Distribution

Will Coupons Be Distributed:
☒ Nationally
☐ Regionally (see back)
☐ Specific Markets (see back)
☐ On a Test Basis

Will the distribution include military?
☐ Yes
☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001)	☐ ROP/Newsp. Co-op (008)	☐ Hand Distribution (012)	☐ ON-Pack-Own Product (018)
☐ Magazine Tip-In (002)	☐ Sunday Supp.-Single (007)	☐ Retailer Coupon (013)	☐ Immediately Redeemable (020)
☐ Magazine Special Unit (003)	☐ Sunday Supp.-Co-op (008)	☒ Direct Mail - Solo (014)	☐ All Other: _____ (025) Please Explain
☐ Control Circ. Magazine (004)	☐ FSI Inserts - Solo (010)	☐ Direct Mail - Co-op (015)	
☐ ROP/Newsp. Single (005)	☐ FSI Inserts - Co-op (011)	☐ In-Pack-Own Product (016)	

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ 1.00 Terms of Offer: (Describe completely) $1.00 off 4pks/ctn.

Discount Offered: _____ % (% of Face Value/Purchase Price)

or Check OneBelow

☐ B1G1F	☐ B2G 50¢ Off	☒ $1.00 Off Carton / 4pks.	☐ $2.50 Off Carton	☐ Other - Provide Details Above
☐ B2G1F	☐ B3G 50¢ Off	☐ $1.50 Off Carton	☐ $3.00 Off Carton	
☐ B3G1F	☐ Free Pack	☐ $2.00 Off Carton	☐ Checker Intervention	

Distribution break by PM Region: **Distribution break by Market**

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

2072581596

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: [illegible]

Date Assigned: ___ / ___ / ___ Assigned By: [illegible]

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer — One Copy to PM Promotional Fulfillment — One Copy to PM Finance
One Copy to Media — One Copy to Promotional Services Center — One Copy to USA

#4003 PM USA/REV 3/93

Source: https://www.industrydocuments.ucsf.edu/docs/hmym0004